

ABSTRACT

The presence of digital financial services makes people have many choices to use financial services without the need to physically come to the office of a financial service institution. In addition, in the long term, it is estimated that all financial transactions will switch to digital technology and towards cashless transactions. Therefore, it is necessary to improve capabilities and knowledge about digital financial literacy, so that they can meet future digital-based needs and activities.

This study aims to determine the effect of storytelling marketing based on Instagram posts by Seeds on the ability to increase digital financial literacy in generation Z based on non-financial education in Bandung City. The type of research used is experiment. The design used was Pre-Experimental Design with the type of One Group Pretest-Posttest Design. This research was conducted in 3 stages, namely Pre-Test, delivery of material, and Post-Test. This research resulted in 53 respondents.

The results of the study prove that storytelling marketing variables can affect the ability to increase digital financial literacy with indicators of basic knowledge and skills, awareness, practical know-how, decision-making, and self-protection. Based on the results of the research that has been done, this study has limitations, so it is recommended for further research to find more respondents and spare time.

Keywords: *Storytelling Marketing and Digital Financial Literacy*